

addition to the platform. In fact, "the TikToks" of Instagram have been gaining so much importance that they are

Metricooler, it's without a doubt that Instagram Reels were an earth-shattering

overshadowing another one of the app's newest investments: Guides. This content, which could be found in profile feeds, will disappear in December and be

**converted into private collections**, as you can see in the screenshot below:

1:08

metricoolapp ~ • 476 4,166 142 COO Metricool EN OO metricoolapp Social media scheduler 📳 Drag and drop social media management, advanced reporting, in-depth analytics, link in bio tools & more! mtr.bio/metricool-instagram-660 Guides will be going away soon What's changing On Dec 15 your guides will be converted to collections. People will no longer be able to see your guides, and you won't be able to create any new guides. Download your guides

You can download your guides from the Accounts Center until Mar 14. Explore collections You can find your collections in the Saved section of your profile.

It's true that Reels don't fulfill this function 100%, but content creators prefer to create Reels over Guides. For example, if a content creator was going to create a guide about a trip to New York, they would probably just upload a Reel with this content knowing they are more likely to gain traction.

topics, from your old posts or location recommendations.

So, we will say goodbye to a feature that once had a place in your feed.

Guides are (as we still have a month left of this feature) content similar to X's

Moments, or Instagram featured stories where you can create guides about specific

Because the fact is, Metricooler, Reels are the true leaders of Instagram today. If you don't believe me, keep reading for some shocking news...

Instagram gives Reels a boost Mosseri, Instagram, and just about every user knows that Reels are the star format on the social network.

And the only way to keep it like that is if they continue improving its features.

This week, through the Creators Instagram account, the app has announced new editing options when creating Reels:

• New options to crop, scale, and rotate your videos.

• Add voiceovers.

Stories.

• Save time with redo and undo buttons. As well as some new creation tools, such as text to speech, fresh filters, more fonts, and a clip library.

Text to Speech

in select countries. Simply add text and then select "text-tospeech" to play with different voices to help

Take your content to the next level with new text-to-speech voices to select from available

tell your story. NEW CREATIVE TOOLS ON REELS

Also, Reels (as well as posts) will now have an option to share to your 'Close Friends'.

15:59

Sharing with your Close Friends is now expanding to Feed and Reels.

Before posting your content, you can find this in the "Audience" section.

More types of posts with the same smaller group. 🧡 运 👍 2712 Visto por 37,6K And one last new feature that I think is super fun, is the ability to create your own video stickers. This is perfect for created customized content for your brand to share via So keep creating quality videos and then create stickers from them! Radu Oncescu @oncescuradu · Follow #Instagram launched the "Create a sticker" feature for Reels as well. Y

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Crop, Scale and 90 Rotate

eMan, @mosseri and team Instagram really 'shipping

updates like nobody's watching'.

You ca Crop, individ in your click or Create a sticker button Turn part of any photo into a sticker that you can use in your reels and stories. We'll save it with other stickers so that you can access it at any time. Try it Not now NEW EDITING TOOLS ON REELS 1:37 AM · Nov 14, 2023 ⊘ Copy link Read 2 replies Voice notes in... Notes We have already talked many times about the ups and downs of Instagram Notes. Personally, I haven't seen this feature take off yet, but the network seems to want to continue building it... Now I come with some surprising news about Notes: • Reply to Notes with voice notes.

• @

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That's right, in an attempt to facilitate the connection between your followers or

Instagram testing the ability to reply notes with a voice

community, users can respond to your Notes with an audio message.

Saadh Jawwadh

< alex\_anyways123

note.

@SaadhJawwadh · Follow

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① 4:19 AM · Nov 10, 2023 ⊘ Copy link Read more on X Stories also want the spotlight Do you think Instagram has forgotten about Stories? Definitely not. Instagram has proposed an innovation to Stories. For a product that has little room to evolve, although this addition may not be pivotal, it's worth noting. Now you will have the ability to customize your Stories feed to only show stories from users that you follow and follow you back.  $\mathbb{X}$ Soumyadeep Dey X **■ €** @iSoumyadeepDey · Follow #Instagram is working on a new feature that lets you set the Stories tray to display only the stories of followers you mutually follow back. (You can switch it by dragging the tray to the right.) (Via: Adwaith) 4 For you ~ Tray set to following

For you ~

Read more on X

"Your Space" on Instagram

4:30 PM · Nov 11, 2023

Tray set to followers you follow back

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NEW

Everyone >

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Well, this is definitely a bit of a surprise. If you're old enough, this sounds a lot like MySpace, right? But actually, it doesn't have anything to do with that. In fact, it is yet another way to share content to select users. Just like "Close Friends" or Instagram Broadcast Channels. Although, according to insider Alex193a, it will have a different unique space on Instagram, but still be within the app. Here you can even change your bio, add another profile picture, and share exclusive content. What do you think about this other "Instagram"? I think it's more geared towards content creators and influencers, however, there isn't a paid option, so we will see how it plays out.  $\mathbb{X}$ Alessandro Paluzzi 🤣 @alex193a · Follow #Instagram is working on "Your space" ... i Only people you have added to your space can see it i Instagram will notify people you've added but not people you've removed Only people you have added to your space can see this. View your space Edit your space's list Done

## If you feel like there are a lack of ways to promote this, Instagram has added one more • Tagging your broadcast channel to a post.

Instagram has added an option to tag a channel while

Read 9 replies

9:54 PM · Nov 13, 2023

And speaking of **Broadcast Channels...** 

option:

Reply

Jonah Manzano 🤣

creating a post.

Tag products

Tag channel

Get orders

Audience

Add location

7:57 PM · Nov 14, 2023

• **Delete messages** in batch.

• Mark messages as Unread.

• Download videos in direct messages.

Add reminder

@jonah\_manzano · Follow

Add paid partnership label liquidears therealyzel

Copy link

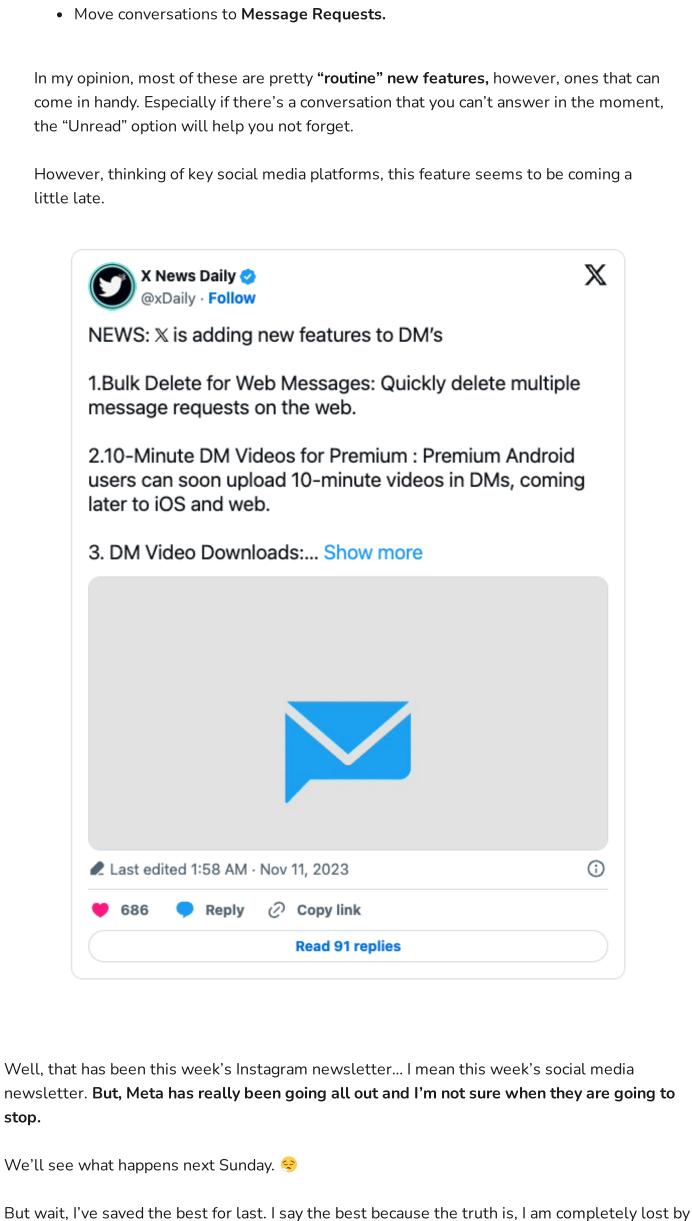
Finally, a change of pace. No more Instagram news for this week... or not? 😌

• Premium users will be able to **send up to 10-minute-long videos.** 

Read more on X

A push for private messaging on X

The news is that X continues to improve their private messaging. A few weeks ago, they announced video calls among other things, but now XDaily brings us more news:



3,496 Followers • 1,304 Following .eaker 🤫 (follow me on Twitter 🥰) Mobile developer 📱 ... more twitter.com/alex193a and 4 others

**Instagram Broadcast Channels Instagram Stories Guide** Instagram Reels Guide **Instagram Close Friends Instagram Notes Twitter Direct Messages** 

At first glance, it looks like a wall where you have the posted notes, with the number of likes, and the ability to respond. We'll have to stay tuned to see how it all turns out: Alessandro Paluzzi 🤣 @alex193a · Follow #Instagram is working on "Wonder Wall" 👀 My WonderWall

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this new idea, from none other than Instagram.

alex193a ×

Alessandro Paluzzi

The new feature in question is called Wonder Wall.

+ Add interest 1:57 PM · Nov 13, 2023 ⊘ Copy link Read 12 replies Okay, this is really the end, Metricooler. Remember that you can always send suggestions or feedback about the newsletter! See you next Sunday! Anniston, from Metricool PS: Turkey Day is coming up! We hope you all have a great holiday weekend. Before we sign off, on Wednesday we are hosting a Masterclass to discuss social media funnels, and accelerating your online business growth in 2024. Sign up <a href="here!">here!</a> RESOURCES:

With w metricool **Share it on Twitter** Share on WhatsApp via @Metricool" target="\_blank" style="text-decoration: underline; color: #1a1a1a;" rel="noopener">Share on Telegram

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